

HUFFPOST



MARKET POSITION:

Huffpost mobile is the continuation of the news website created in 2005 by Arianna Huffington and Kenneth Lerer and bought by AOL in February 2011.

In May 2011, **the Huffington post** became the **Leading news website** in the US, overtaking the previous leader, the NY Times with 37 million visitors a month. The British version was launched in July 2011 and was followed by Spain-Italy-Québec in 2012

On January 2012, **Huffpost** was launched in **France** in association with Le monde.

	HUFFPOST Mobile
Unique mobile users (per month)	613,000
Unique Visitors (per day)	67,000

Mediametrie Net Rating mobile June 2019

EDITORIAL CONTENT:

The concept: « **BREAKING NEWS** » and special attention to list topics. The progressive editorial policy is devoted to many topics. Pictures and illustrations on every article: photographs, schemes, slideshows, videos.

Setting up of op-ed articles to let the users express their opinions on any article on the website.

There are 1,5 million followers on twitter and over 500 000 members on Facebook

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